

## IN THE CLAIMS

The following listing will replace all prior versions and listings of claims in the application.

1-33. Cancelled

34. (Currently amended) A method of processing a promotion from a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online at a sales price amount;

providing a portal containing a plurality of promotions wherein a buyer can search for a promotion from the first party associated with the item for sale, wherein the portal is provided after the offering by a second system of a second party of the item for sale online at the sales price, the promotion having a promotion amount;

receiving, by the second system an online purchase request from the buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

electronically communicating, by the second system to the first system, an indication regarding the collection from the buyer of the purchase amount.

35. (Currently amended) A method of processing a promotion from a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online at a sales price amount, the item for sale having associated with it, by the second system of a second party, a promotion from the first party, the promotion having a promotion amount;

receiving, by the second system, an online purchase request from a buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

causing, by the second system, shipment by the second party of the item for sale to the customer.

36. (Currently amended) A method of processing a promotion for a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item for sale online, wherein the item has been acquired by the second party from the first party, the item for sale having associated with it a promotion from the first party, the promotion having a promotion amount;

receiving, by the second system, an online purchase request from a buyer for the item for sale;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to a sales price amount less the promotion amount; and

collecting, by the second system, a service ~~transaction~~ fee associated with the online purchase request.

37. (Currently amended) The method of claim 36 wherein the service ~~transaction~~ fee is collected from the buyer.

38. (Currently amended) The method of claim 37 wherein a first amount is defined by the sales price less the promotion amount, and the purchase amount collected from the buyer equals the first amount plus the service fee ~~the transaction fee is collected from the buyer by charging an amount more than the sales price less the promotional amount.~~

39. (Currently amended) The method of claim 36 wherein the service ~~transaction~~ fee is collected from the first party.